

JUN 10 1925

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SOFT SHOES

Photoplay in five reels

Directed by Lloyd Ingraham

Adapted by Harvey Gates
from the story by

Hunt Stromberg

Author of the photoplay (under section 62)
Stellar Productions, Inc. of U.S.

Hunt Stromberg

Washington, D. C.

JUN 10 1925

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Stellar Productions, Inc.

Soft Shoes - 5 reels

Respectfully,

FULTON BRYLAWSKI

The Stellar Productions, Inc.
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Soft Shoes	6-10-25	©CIL 21547

The return of the above copies was requested by the said
Company, by its agent and attorney on the 10th day of
June, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Two copies
Recd
352

JUN 12 1925

W. F. Marshall Jr.

JUN 12 1925

“SOFT SHOES”

PRODUCERS DISTRIBUTING CORPORATION, 469 FIFTH AV

HARRY CAREY DISPLAYS REMARKABLE IN BLAZING ACTION-DRAMA LA AND SAN FRANCISCO'S NO

(Story to be used during run of picture)

LILLIAN RICH WON SUCCESS THROUGH BEAUTY, PLUCK AND PERSONALITY IS CAREY'S LEADING WOMAN Her Work In "Soft Shoes" Foretells Stardom In Near Future

Lillian Rich Won Success Through
Beauty, Pluck And
Personality

IS CAREY'S LEADING WOMAN

Her Work In "Soft Shoes"
Foretells Stardom In
Near Future

Lillian Rich's dreams and ambitions of becoming a motion picture star did not differ greatly from those of thousands of other young girls to whom the bright lights of the film studios beckon with their siren call. But Miss Rich achieved her ambition through sincerity of purpose and pluck, with nothing but her beauty and charming personality to recommend her.

Considering the fact that Lillian Rich convincingly plays a tough little, feminine crook in "Soft Shoes", Harry Carey's new Hunt Stromberg production which

is being shown at the Theatre this week, when she was reared in one of the most sheltered and exclusive girl's schools in England, it is not hard to understand the reason for her remarkable success.

Born in Herne Hill, a suburb of London, Miss Rich came to Hollywood without experience and without friends. She had never had even a screen test made before leaving England. At the time of her arrival, Hollywood was suffering from an avalanche of well press-agented English beauties. Among those left today is the most inconspicuous arrival of them all—Lillian Rich.

Starting with an "extra" bit in an H. B. Warner picture, Henry King saw her possibilities and gave her a prominent role in next production. Her success won her leading roles opposite Herbert Rawlinson, Hoot Gibson and Frank Mayo. Within the last year she has appeared in the Strongheart picture, "The Love Master", opposite Douglas MacLean in "Never Say Die" and with John Bowers in "Empty Hands". Her clever portrayal in "Soft Shoes" won her the enviable position of leading woman in "The Golden Bed", Cecil B. DeMille's recent production.

FOR YOUR INFORMATION

HUNT STROMBERG Presents HARRY CAREY in "SOFT SHOES"

Photoplay by
HUNT STROMBERG and HARVEY GATES

From an idea suggested by Harry Carey

Directed by LLOYD INGRAHAM

Photographed by SOL POLITO

Art Direction by EDWARD WITHERS

Film Editor, HARRY L. DECKER

Produced by STELLAR PRODUCTIONS, Inc.

CHARLES R. ROGERS, Vice President

Under the personal supervision of HUNT STROMBERG

Released by PRODUCERS DISTRIBUTING CORP.

THE CAST

Pat Halahan	Harry Carey
Faith O'Day	Lillian Rich
Dummy O'Day	Paul Weigel
Quig Mundy	Francis Ford
Bradley	Stanton Heck
Mrs. Bradley	Harriet Hammond
The Chicago Kid	Jimmie Quinn
Yet Tzu	So-Jim
Mabel Packer	Majel Coleman
Markham	John Stepping
Hank	By Himself

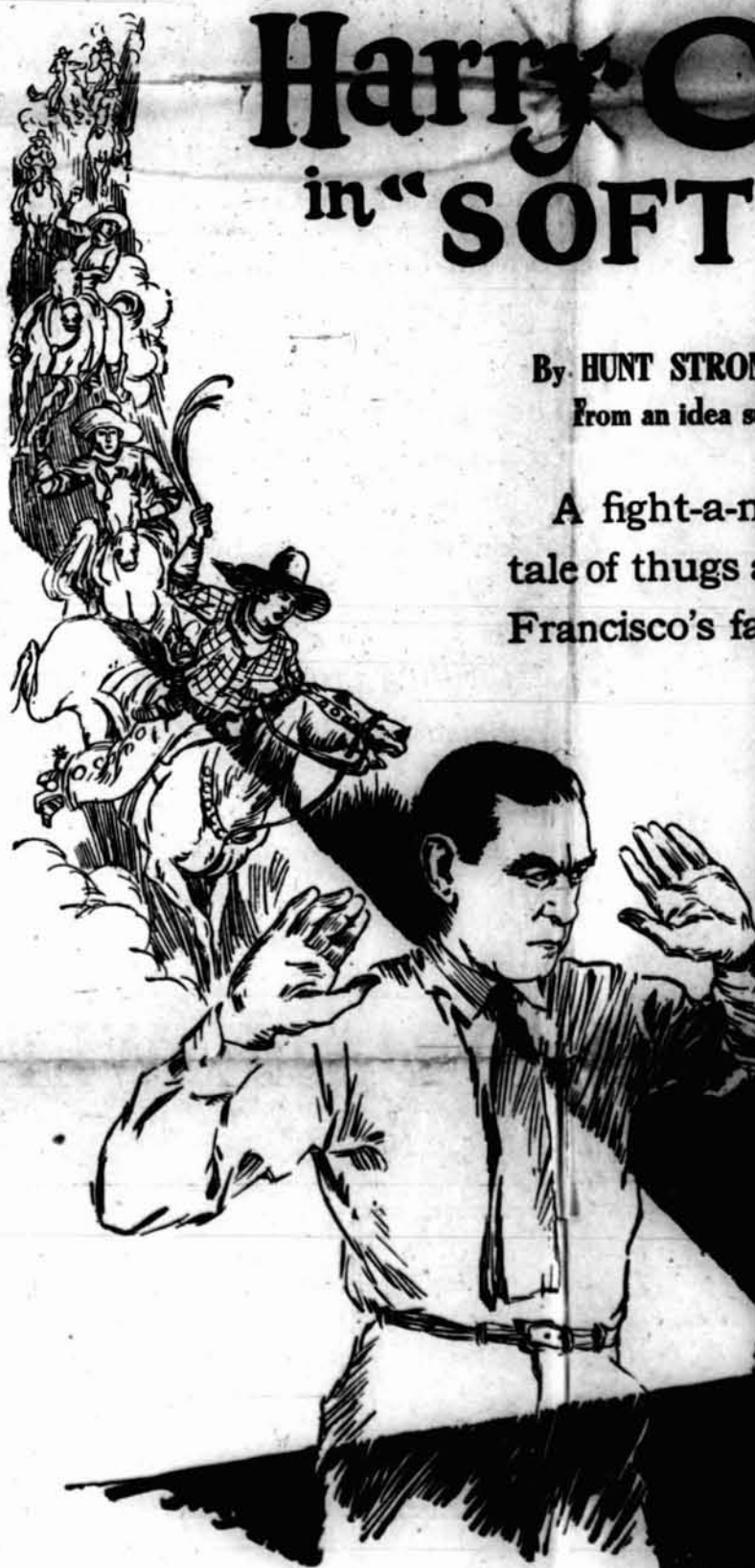
THE STORY

Pat Halahan, Sheriff of Boulder, a small

Harry Carey in "SOFT SHOES"

By HUNT STROMBERG
From an idea suggested by Harry Carey

A fight-a-minute
tale of thugs and
Francisco's fast



ALL WEEK—AT

Four Column Ad

ESS SHEET

ON

FRESH SHOES''

ING CORPORATION, 469 FIFTH AVENUE, NEW YORK CITY

S REMARKABLE VERSATILITY
DRAMA LAID IN FAMOUS WEST
ISCO'S NOTORIOUS UNDERWORLD

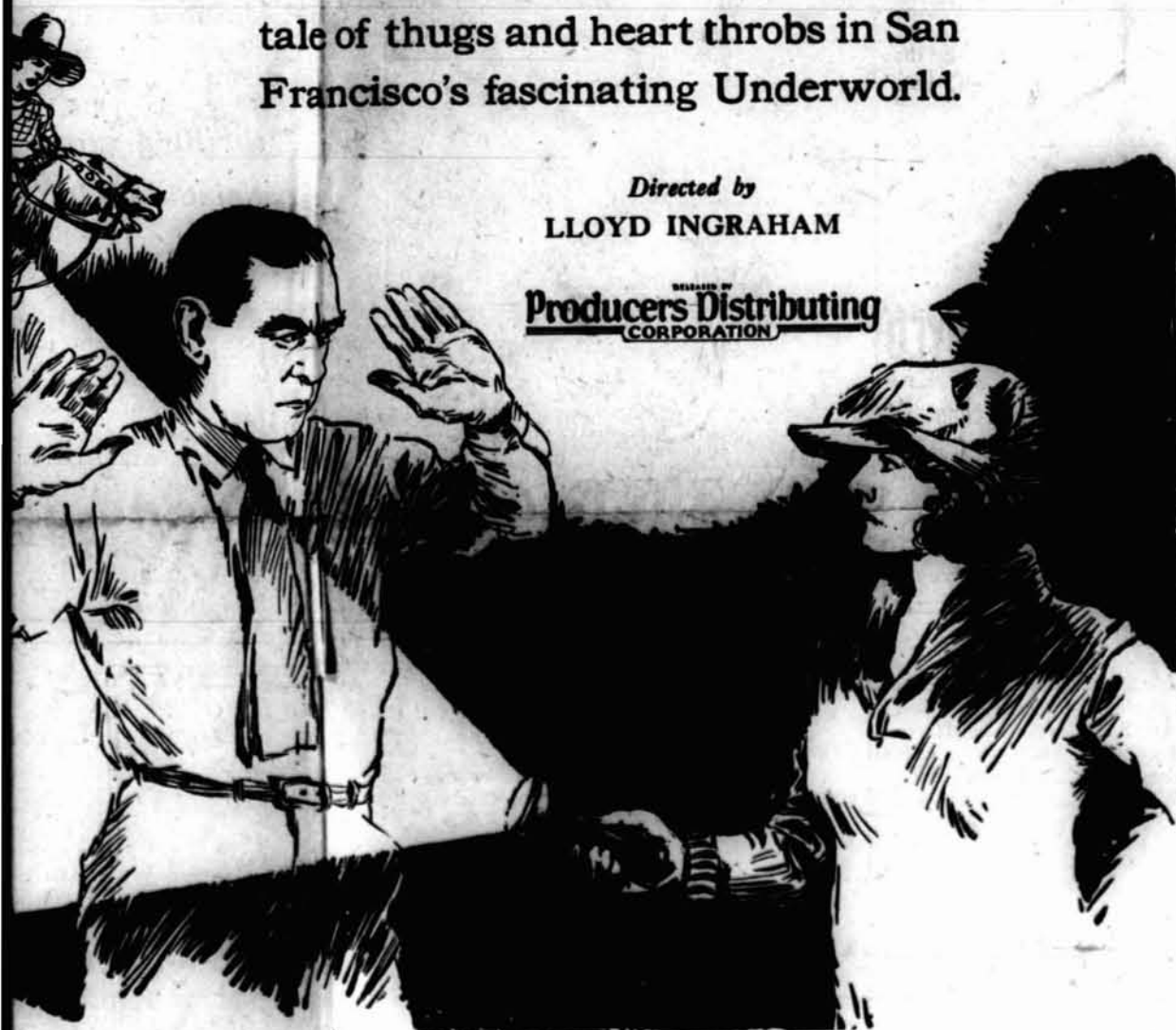
Harry Carey in "SOFT SHOES"

By HUNT STROMBERG and HARVEY GATES
From an idea suggested by HARRY CAREY

A fight-a-minute, laugh-a-minute
tale of thugs and heart throbs in San
Francisco's fascinating Underworld.

Directed by
LLOYD INGRAHAM

PRODUCED BY
Producers Distributing
CORPORATION



WEEK—AT THE STRAND

Four Column Ad Cut No. 6

(Take this story to your editor
before your play date)

"SOFT SHOES" CAREY'S LATEST

Thrills and Humor Combined in
Thrilling Tale of the
Underworld

"Soft Shoes", the sixth Hunt Stromberg production starring Harry Carey, which comes to the Theatre for a run next promises to be something of a decided novelty. In this feature Carey will step forth as a comedian and contribute laughs as well as thrills in his portrayal of the stellar role.

"Soft Shoes" is an original story written by Hunt Stromberg from an idea suggested by Carey himself and it gives the star the first comedy part in which he ever appeared.

The hard riding stunts that have attracted Carey's big following are said to be much in evidence, but in the main the star has a humorous role.

Although it opens in the familiar "cow country" the story soon shifts to San Francisco's underworld and Chinatown where the laughs come in regular Harold Lloyd or Buster Keaton fashion.

The cast includes Lillian Rich, who has the leading feminine role, Francis Ford, Stanton Heck, Jimmie Quinn, John Stepping and So-Jin, the Chinese prince of "The Thief of Bagdad." Lloyd Ingraham directed.

These Will Help The Answer Man

RANGER—So, you'd rather see Harry Carey than any of current "cinema sheiks"? "Each to his own fancy", but I agree with you that Carey's sincerity and virility are refreshing after the usual temperamental heart-breakers. Carey's latest picture is "Soft Shoes", an underworld story in which he plays his first humorous role. Don't miss it.

WALLACE—Yes, that was Lillian Rich in "Her Social Value". She certainly is good to look at. She's an English beauty. Her clever work as a female gangster in Harry Carey's latest picture, "Soft Shoes", caused a great deal of comment. You'll have a chance to see it soon, because we hear it's coming to the Theatre.

GRINGO—Yes, John Stepping is the "Billy" of the old "Billy McGrath Series". Clever of you to recognize him. He had a very interesting stage career before he went into pictures. He appeared in the original legitimate production of "The Prisoner of Zenda" and was also with such notables as E. H. Sothern, William Gillette and Olga Nethersole.

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Mrs. Bradley	Harriet Hammond
The Chicago Kid	Jimmie Quinn
Yet Tzu	So-Jin
Mabel Packer	Majel Coleman
Markham	John Stepping
Hank	By Himself

THE STORY

Pat Halahan, quick-witted, easy-going Sheriff of Boulder, a small Western town, receives a legacy of several thousand dollars and goes to San Francisco. He soon tires of the hectic night life there, however, and has about decided to return when one evening at a notorious restaurant he is wrongly accused by a diner of flirting with his beautiful wife.

That night, Pat's apartment is invaded via the fire escape by a pretty girl, Faith O'Day, intent on burglary. He tells her that she is playing a coward's game and agrees to return a brooch she has stolen on condition that she will give up her profession. Upon reaching the boudoir of the owner of the brooch, he is horrified to find that she is the woman who flirted with him at the restaurant. He is discovered by her jealous husband but escapes and finally gets back to his hotel room.

Faith admires his pluck and tells him he can find her at the Blue Jay Cafe. The house detectives burst in upon them and demand an explanation. Faith quickly retorts that they have just been married. Then a crowd of policemen break in. Faith manages to escape but Pat is taken to the police station. There he learns that the husband of the owner of the brooch is Bradley, Chief of Detectives, and, recognizing him, Bradley takes Pat outside to settle his personal score against him.

Pat escapes and makes his way to the Blue Jay Cafe where he overhears Faith telling Quig Mundy, head of her gang, that she has decided to go straight. Quig vents his anger on Dummy, her paralytic father, with whom she lives above the cafe, but Faith will not be persuaded to help with a forthcoming robbery. Pat hurries in, announces that he is The Chicago Kid, a notorious gangster for whose arrest a reward is being offered, and promises to help Quig with the robbery.

The next day the newspapers carry an account of Pat Halahan's escapade and Pat and his lawyer go to the district attorney to explain. Pat agrees to assist the police to round up Quig and his gang on condition that Faith and her father's immunity will be guaranteed. On the way out, Pat is surprised and deeply impressed to meet Faith who has come to protest his innocence.

Meanwhile, Quig is infuriated upon discovering the real Chicago Kid, and he hastens to Faith's rooms to learn the truth about Pat. Hearing Pat and Faith on the stairs, he darts behind a curtain and overhears Faith telling her father about Pat's plan to round up the gang. Quig sneaks out and informs the gang that the job is off. Then feigning friendliness, he lures Pat to an alley, where he is assaulted and carried to a disreputable looking cellar.

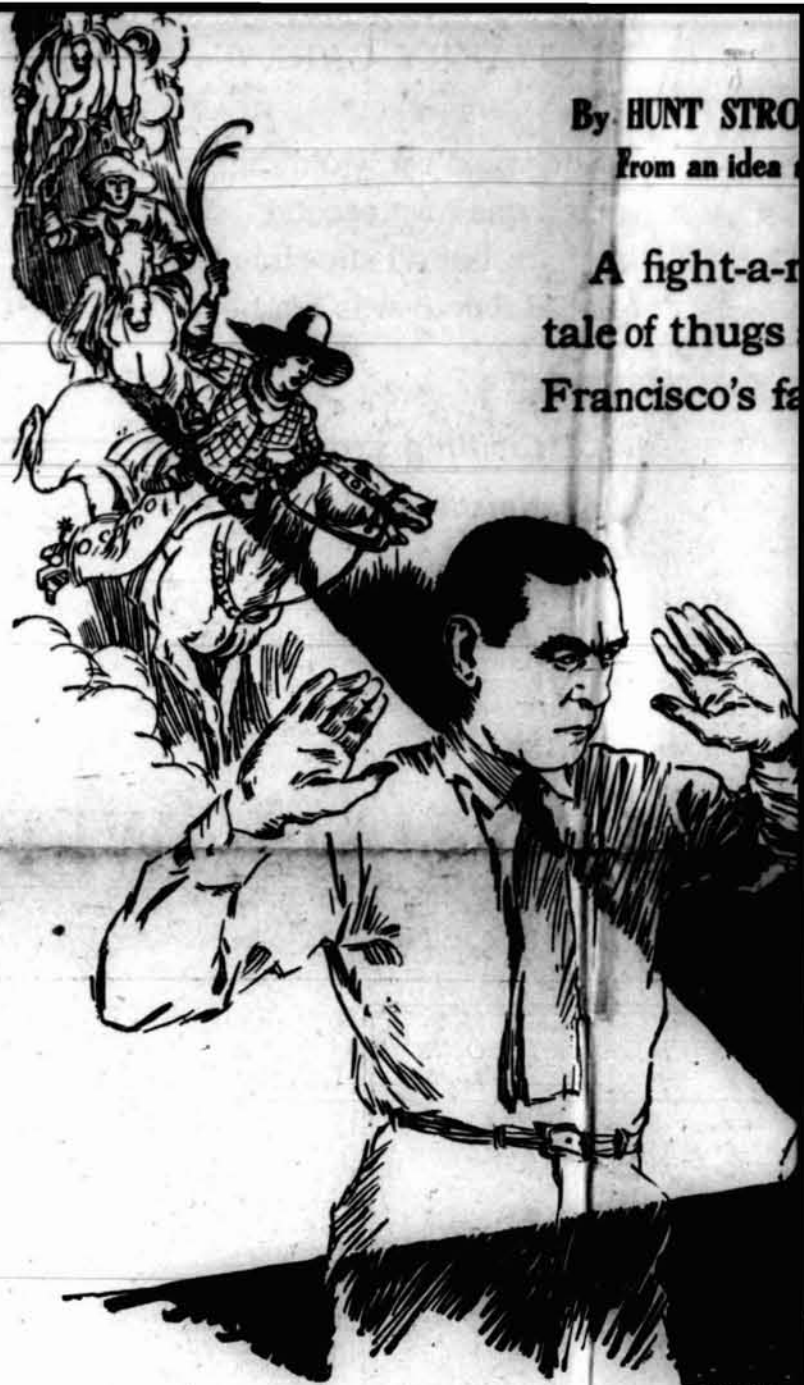
A mysterious Chinaman, actually a detective, who has witnessed the whole affair from the beginning, informs Bradley of Pat's danger, and taking several of his men, Bradley and the Chinaman rush to the aid of Pat, who is putting up a desperate fight. They arrive just in time, and Pat, learning Quig's whereabouts hastens off with the Chinaman close in pursuit.

Meanwhile, Quig has gone to Faith's rooms to punish her for double-crossing him. Pat appears and fells Quig with a blow. Dummy sees Quig reach for his gun and by a superhuman effort manages to topple himself over on Quig and deflect the shot. Before Quig can aim again he is done for by a bullet from the mysterious Chinaman's revolver. Dummy has died from the exertion and Pat and Faith decide to forget the past and look forward to a brighter future together.

By HUNT STROMBERG

From an idea

A fight-a-
tale of thugs
Francisco's fa



ALL WEEK—AT

Four Column Ad

(Stories to be used during run of film)

HARRIET HAMMOND BACK IN FILMS

Harriet Hammond comes back to the screen in "Soft Shoes", Hunt Stromberg's new Harry Carey production, which is now showing at the Theatre, and her re-appearance proves once more the irresistible lure of the Kleig lights.

A year ago this famous Mack Sennett beauty deserted comedies to delve into dramatic work. One of her first dramatic parts was in a picture opposite Buck Jones. During the filming of one of the scenes she was severely injured in a premature explosion. A complete nervous breakdown followed her discharge from the hospital, and upon her doctor's advice she slipped away to a little farm in the San Francisco Valley with the avowed intention of never facing a motion picture camera again.

But although a year of peace and quiet was sufficient for complete recuperation it convinced Miss Hammond that there was no cure for the lure of the Kleig lights, and she returned to Hollywood just in time to step into her role in "Soft Shoes".

Other players who appear in support of Harry Carey in "Soft Shoes" are Lillian Rich, Stanton Heck, Majel Coleman, Jimmie Quinn, Francis Ford, Paul Weigel, John Stepping and So-Jin, the famous Japanese actor. Lloyd Ingraham directed.

So-Jin Appears In "Soft Shoes"

Who is considered the screen's leading Chinese character actor since his portrayal of the Celestial Prince in "The Thief of Bagdad", is known in his own country as "The Japanese Sothern". He is the greatest interpreter of Shakespearean roles Japan has ever known.

That he will desert the stage in not likely but at present he is devoting his time to the silent drama.

He has a most interesting role in "Soft Shoes", Harry Carey's latest picture which is now being shown at the Theatre, for he appears as a mysterious Chinaman who is a silent spectator to all Carey's lurid adventures and like the famous owl, sees all and says nothing—until the propitious moment.

"Soft Shoes" is a colorful tale of San Francisco's underworld. The screen story was written by Hunt Stromberg and Harvey Gates from an idea suggested by Carey himself.

Francis Ford In Character Part

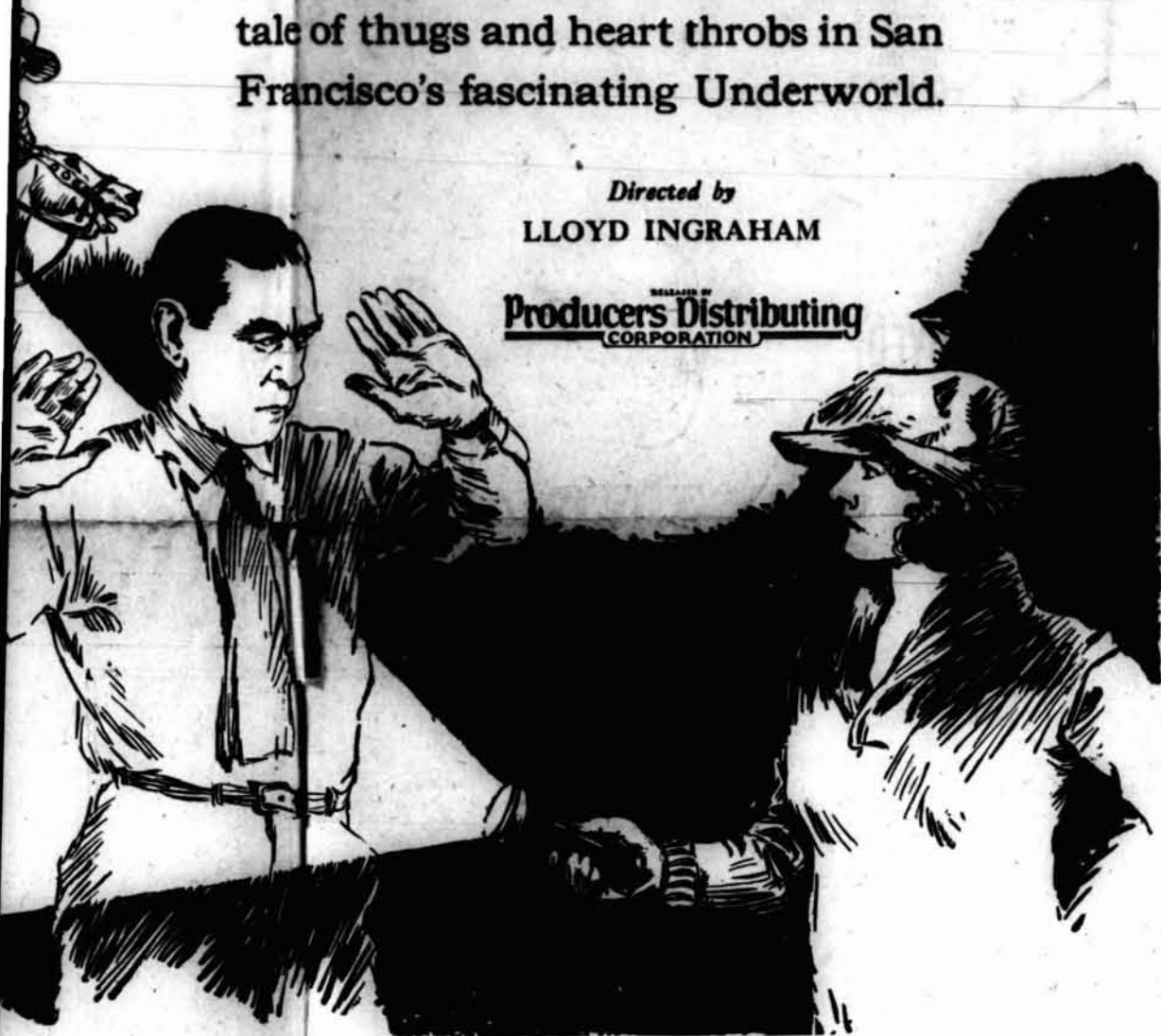
Francis Ford, who at the time was one of the screen's most popular leading men, has turned to character work. He essays such a role in "Soft Shoes", Hunt Stromberg's new Harry Carey picture, which is now playing at the Theatre.

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Producers Distributing
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Underworld

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GRINGO—Yes, John Stepping is the "Billy" of the old "Billy McGrath Series". Clever of you to recognize him. He had a very interesting stage career before he went into pictures. He appeared in the original legitimate production of "The Prisoner of Zenda" and was also with such notables as E. H. Sothern, William Gillette and Olga Nethersole.

WINNIE—No, Francis Ford, the old "Broken Coin" Serial villain, hasn't left the pictures. He is a character actor now and a very good one. He is appearing in "Soft Shoes", Harry Carey's latest picture.

JOE—You want to know what's become of Harriet Hammond? She was injured by a premature explosion while on location about a year ago and vowed never to face a camera again. But, fortunately, she could not resist the lure of the Kleig lights and makes her comeback in Harry Carey's new Hunt Stromberg production, "Soft Shoes".

MAURICE—The actor who played the Mongol Prince in "The Thief of Bagdad" is So-Jin. He has an important part in "Soft Shoes," Harry Carey's latest picture.

LAST DAY NOTICE

"Soft Shoes"
Ends Run At
Theatre

"Soft Shoes", Harry Carey's latest Hunt Stromberg production closes its run at the Theatre tonight. This is a thrilling tale of the underworld written by Hunt Stromberg from an idea suggested by Carey himself.

Although the stunt, dear to the hearts of Carey fans are much in evidence, real humor and interest are interspersed.

The cast includes Lillian Rich, leading woman opposite Carey, Francis Ford, well-known serial "villain", John Stepping and So-Jin, the Chinese Prince of "The Thief of Bagdad." Lloyd Ingraham directed.

used during run of film)

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Francis Ford In Character Part

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He essays such a role in "Soft Shoes," Hunt Stromberg's new Harry Carey picture, which is now playing at the Theatre.

(Stories to be used before run of picture)

Fun Combined With Thrills In Latest Harry Carey Film

That Harry Carey can make an audience laugh as well as thrill is said to be proven by "Soft Shoes", his new Hunt Stromberg production which is coming to the Theatre next for an engagement of

"Soft Shoes" is a picture entirely different from anything in which this popular western star has ever been seen. Although it starts and ends in the great open spaces of the far West, the majority of its action is laid in the underworld of San Francisco.

As a western sheriff who inherits wealth and comes to the big city to see the bright lights for the first time, and there gets mixed up in an exciting gang war, not to mention falling in love with the pretty little feminine leader of one of the gangs, Carey is said to offer one of his most delightful performances.

Lillian Rich is the star's leading woman in "Soft Shoes", and Francis Ford is prominently cast. Other players who have important roles are Harriet Hammond, Stanton Heck, So-Jin, Majel Coleman, Paul Weigel, Jimmie Quinn and John Stepping. Considerable humor and interest revolves around Hank, a clever canine actor, who accompanies Carey to the big city.

"SOFT SHOES" A NOVEL FILM

Although Harry Carey is cast again as the whimsical, lovable westerner he has made famous in "Soft Shoes", his new Hunt Stromberg production which is coming to the Theatre next

this popular star is provided with a new locale for his characterization.

Carey appears as the sheriff of a small western mining town who inherits a sum of money and sets out to do the bright lights. His humorous experiences in his new surroundings soon assume a melodramatic nature when he falls in love with the feminine leader of one of the Barbary Coast's worst gangs. The manner in which he succeeds in rounding up this gang and inducing the girl to go straight is said to provide the star with his most interesting story.

Lillian Rich appears opposite Carey, and Francis Ford has a colorful role. Other members of the unusually strong cast include Harriet Hammond, Stanton Heck, Jimmie Quinn, Majel Coleman, John Stepping, So-Jin and Paul Weigel.

Lloyd Ingraham, who directed the star in "The Lightning Rider", again did the megaphone honors under the personal supervision of Hunt Stromberg. Sol Polito is credited with the photography, and Harvey Gates prepared the continuity from an original story.

Thrills To Make 'Em Gasp, Fun To A Photoplay With An Appeal

BIOGRAPHICAL BITS

Harry Carey

Was born in New York and set out to be a lawyer. He wrote a western drama called "Montana" and played the principal part when the star fell down on the job. This experience convinced him that he wanted to act. He began in films with Biograph. Pictures include: "Fight for Love", "Crashing Through", "The Night Hawk", "The Lightning Rider", "Roaring Rails", "The Flaming Forties", etc.

Lillian Rich

Born and educated in London, England. She came to Hollywood and Henry King realized her possibilities in an extra bit and gave her an important role. She rose rapidly and has had leading roles opposite Herbert Rawlinson, Hoot Gibson and Frank Mayo. Pictures include: "Never Say Die", "The Love Master", "Empty Hands", etc.

Paul Weigel

Born in Halle, Saxony and educated in Germany. Had long stage career. Entered motion pictures in 1916. Pictures include: "Kismet", "Rubiya of Omar Khayyam", "Bluebeard's Eighth Wife", etc.

Francis Ford

Born and educated in Portland, Me. Stage career, five years. Was villain in the memorable "Broken Coin" and "Peg of the Ring" Serials. Has gray hair and hazel eyes.

Stanton Heck

Born and educated in Wilmington, Del. Stage career twenty years. Began in pictures with John Barrymore, appearing in "The Man from Mexico".

Other pictures in which he has appeared include: "A Tailor Made Man", "Hearts Aflame", "White Man", etc.

Harriet Hammond

Born in Bay City, Mich. and educated at Baylor College, Texas. Was Mack Sennett Bathing Beauty for three and a half years. Dramatic roles include, "Live and Let Live", "Bits of Life", "The Golden Gift", etc. Severe injuries resulting from a premature explosion on location compelled her to leave the screen for a year and "Soft Shoes" is first appearance since her return.

Jimmie Quinn

Born and educated in New Orleans, La. Stage career, repertoire. Screen career, eleven years. Pictures include: "Brothers Under the Skin", "Rags to Riches", "Skin Deep", etc. Has brown hair and blue eyes.

So-Jin

Known as "The Japanese Sothern" as he is the only great Shakespearean actor Japan has produced. Brought to this country to play the Mongol Prince in "The Thief of Bagdad."

John Stepping

Born in Germany and educated at Heidelberg and Columbia. Had interesting stage career, appearing in the original stage production of "The Prisoner of Zenda". Also with E. H. Sothern, William Gillette and Olga Nethersole. Finally joined Essanay in Chicago and later became the Billy McGrath of the comedy series by that name. Has appeared with Mary Pickford, Constance Talmadge, Douglas MacLean, Priscilla Dean, etc.

(Take these stories to your editor before you show the picture)

TOO REALISTIC TO BE ENJOYED

Lillian Rich in Fight Scene Of
"Soft Shoes" Knocked Out
Player's Teeth

Lillian Rich, despite her diminutive size, packs a mean wallop. At least, there's one screen player in Hollywood who is quite willing to testify to that fact.

A slight miscalculation on the part of Miss Rich resulted in Al Jennings, the player in question, losing two of his front teeth during the filming of "Soft Shoes," Hunt Stromberg's new Harry Carey production, which is to be featured at the Theatre next

In the picture, Miss Rich is a bandit queen and Jennings is a detective. She is called upon to resist arrest and fight for freedom. But her little fist went a trifle too far and the scene assumed unexpected realism. In fact, the scene thus secured is such an unusually good one that producer Stromberg was quite willing to pay the necessary damages.

"Soft Shoes" is a picture different from anything in which Harry Carey has heretofore appeared. In addition to Lillian Rich, his supporting cast includes such screen favorites as Stanton Heck, Francis Ford, Majel Coleman, Harriet Hammond, Jimmie Quinn, John Stepping and So-Jin, the celebrated star. Lloyd Ingraham directed.

Noted Realism

Harry Carey



in
"SOFT SHOES"

By HUNT STROMBERG
and HARVEY CROSTON

From an idea suggested by
HARRY CAREY

She wasn't a "gold digger"
she was a second woman but all she
Pat Halahan was

A thrilling story
Francisco's Underworld

Producers Distributors
CORPORATION

AT THE STRAND—A

Three Column Ad Cut No. 5

A PROGRAM READER THAT WILL CROWD YOUR
HOUSE

HARRY CAREY in "SOFT SHOES"

A Thrilling Tale of San Francisco's Underworld

"THROW UP YOUR HANDS!"

And Pat Halahan turned to confront a flashing automatic in a dainty feminine hand.

Who was this flippant little "burglar" who dared to invade his room at midnight?

You'll find the solution of this brazen hold-up in "Soft Shoes," Harry Carey's latest Hunt Stromberg production—a fascinating tale of a big bluff Westerner who thought he "knew

An Excellent Herald

You can have an inexpensive and attractive herald printed by using any of the production cuts and copy from any of the ads, the stories or the catchlines.



A story of
a love that
flashed behind
an automatic

Gasp, Fun To Make 'Em Laugh With An Appeal For Everybody

Harry Carey



in "SOFT SHOES"

By HUNT STROMBERG
and HARVEY GATES

From an idea suggested by
HARRY CAREY

She wasn't a "gold-digger",
she was a second story
woman but all she stole from
Pat Halahan was his heart

*A thrilling story of San
Francisco's Underworld*

Producers Distributing
CORPORATION

E STRAND—ALL WEEK

Three Column Ad Cut No. 5

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(Current Story)

Lovely Trio In New Carey Film

Harry Carey has three of the screen's
most beautiful women in his support in
"Soft Shoes", his new Hunt Stromberg
Production, which is now being featured
at the Theatre.

Lillian Rich, popular leading lady,
Harriet Hammond, one of Mack Sen-
nett's famous bathing girls, and Majel
Coleman, a beauty contest winner, form
this trio of loveliness.

"Soft Shoes" is a comedy melodrama
and totally different from anything in
which Carey has ever appeared before.
It is an original screen story by Hunt
Stromberg and Harvey Gates based up-
on a plot idea of Carey's.

The male members of the supporting
cast include Francis Ford, Stanton
Heck, Jimmie Quinn, Paul Weigel, John
Stenling and So-Jin, celebrated Japa-

(Stories to be used before you run
the picture)

AREN'T SCREEN CROOKS LOVELY!

After "Rough-House" in Carey Film,
Jimmie Quinn Takes The
Missus to Church

Jimmie Quinn, who plays The Chi-
cago Kid in "Soft Shoes", Hunt Strom-
berg's new Harry Carey production,
which is to be the attraction at the
Theatre next is a
mighty tough guy—on the set.

During the filming of "Soft Shoes"
the company was forced to work on
Sunday to complete a scene on scheduled
time. And for this scene Jimmie was
out-toughing a dozen professional
screen crooks in an underworld dive.
The scene was to end in a battle-royal—
a stand-up-and-scrap fracas in which
every man looked out for himself.

As the morning wore on and the time
for the fight approached, Director Lloyd
Ingraham noticed that Jimmie nervously
paced the set, constantly glancing at
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Harry Carey in "SOFT SHOES"

The king of
Action-Drama
in the greatest
role of his
career.

Producers Distributing
CORPORATION



A story of laughs and
thrills in the Underworld
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REVIEWS

"SOFT SHOES" A GREAT FILM

Carey's Latest Vehicle
Is Colorful Tale Of
The Underworld

If your'e looking for something re-
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you'll welcome "Soft Shoes". Harry

HARRY CAREY IN AN IDEAL ROLE

Popular "Western" Does
Best Work to Date in
"Soft Shoes"

Whether or not you're a Carey fan,

Paul Wenger

Born in Halle, Saxony and educated in Germany. Had long stage career. Entered motion pictures in 1916. Pictures include: "Kismet", "Rubiya of Omar Khayyam", "Bluebeard's Eighth Wife", etc.

Francis Ford

Born and educated in Portland, Me. Stage career, five years. Was villain in the memorable "Broken Coin" and "Peg of the Ring" Serials. Has gray hair and hazel eyes.

Stanton Heck

Born and educated in Wilmington, Del. Stage career twenty years. Began in pictures with John Barrymore, appearing in "The Man from Mexico".

Known as "The Japanese Sothorn" as he is the only great Shakespearean actor Japan has produced. Brought to this country to play the Mongol Prince in "The Thief of Bagdad."

John Stepping

Born in Germany and educated at Heidelberg and Columbia. Had interesting stage career, appearing in the original stage production of "The Prisoner of Zenda". Also with E. H. Sothorn, William Gillette and Olga Nethersole. Finally joined Essanay in Chicago and later became the Billy McGrath of the comedy series by that name. Has appeared with Mary Pickford, Constance Talmadge, Douglas MacLean, Priscilla Dean, etc.

(Take these stories to your editor before you show the picture)

TOO REALISTIC TO BE ENJOYED

Lillian Rich in Fight Scene Of
"Soft Shoes" Knocked Out
Player's Teeth

Lillian Rich, despite her diminutive size, packs a mean wallop. At least, there's one screen player in Hollywood who is quite willing to testify to that fact.

A slight miscalculation on the part of Miss Rich resulted in Al Jennings, the player in question, losing two of his front teeth during the filming of "Soft Shoes," Hunt Stromberg's new Harry Carey production, which is to be featured at the Theatre next

In the picture, Miss Rich is a bandit queen and Jennings is a detective. She is called upon to resist arrest and fight for freedom. But her little fist went a trifle too far and the scene assumed unexpected realism. In fact, the scene thus secured is such an unusually good one that producer Stromberg was quite willing to pay the necessary damages.

"Soft Shoes" is a picture different from anything in which Harry Carey has heretofore appeared. In addition to Lillian Rich, his supporting cast includes such screen favorites as Stanton Heck, Francis Ford, Majel Coleman, Harriet Hammond, Jimmie Quinn, John Stepping and So-Jin, the celebrated star. Lloyd Ingraham directed.

Noted Baritone In Carey Film, "Soft Shoes"

Sometimes it is regrettable that the movies are silent drama.

For, unfortunately, the camera can never record the splendid baritone voice of Stanton Heck, who has one of the important roles in support of Harry Carey in "Soft Shoes," Carey's new Hunt Stromberg feature, which is coming to the Theatre next.

Stanton Heck was a boy soloist at the St. Johns and Trinity Cathedrals in Wilmington, where he was born. The DuPonts, famously wealthy, became interested in him and had his voice carefully cultivated. But, fired with the spotlight-seeking ambitions of youth, young Stanton no sooner received this training than he turned to the stage.

For twenty years Stanton Heck was a familiar figure behind the footlights, his last appearance being in "Katinka", in which he sung the role of the powerful Turk. Then the screen claimed him and he made his debut with John Barrymore in "The Man from Mexico". Since that time, his mellow voice has remained silent, with the exception of the occasions when he has appeared for various motion picture charity entertainments.

Other members of the splendid cast which supports Harry Carey in "Soft Shoes" are Lillian Rich, Francis Ford, Harriet Hammond, John Stepping, So-Jin, Majel Coleman and Jimmie Quinn.

Lloyd Ingraham is credited with the megaphone honors, and Sol Polito presided at the camera.



From an idea

HARRY

She wasn't a
she was a
woman but all
Pat Halahan w

A thrilling s
Francisco's

Producers I
CORPOR

AT THE STRAND—A

Three Column Ad Cut No. 5

A PROGRAM READER THAT WILL CROWD YOUR
HOUSE

HARRY CAREY in "SOFT SHOES"

A Thrilling Tale of San Francisco's Underworld

"THROW UP YOUR HANDS!"

And Pat Halahan turned to confront a flashing automatic in a dainty feminine hand.

Who was this flippant little "burglar" who dared to invade his room at midnight?

You'll find the solution of this brazen hold-up in "Soft Shoes," Harry Carey's latest Hunt Stromberg production—a fascinating tale of a big bluff Westerner who thought he "knew San Francisco" but learned a thing or two from the slickest band of gangsters in the Underworld.

(A personality story that every editor will use)

CAREY IS COWBOY OFF SCREEN TOO!

"Beloved Westerner" Devotes Time
To Enormous Ranch When
Not Acting

Harry Carey is "the Interpreter of the Eternal West" both on and off the screen!

He doesn't wear chaps and a Stetson at the studio and then inhabit the jazz palaces in a dress suit at night. No, sirc, Harry Carey is with, by and of the West.

Near Saugus, California, forty miles from the studio, Carey lives on his 1600 acre ranch with his family, his horses, his dogs and his cattle and livestock. And he commutes from the Carey Rancho to the studio every day while he is making his pictures. Of course, one must allow for the touch of modern civilization to be found in the fact that as a commuter Carey employs a shining limousine instead of a racing broncho.

"If it came to the point of giving up either my ranch life or my picture work, I would have no hesitancy in giving up the latter," Carey states with his usual straightforward conviction.

"I'll admit that I did enjoy doing 'Soft Shoes' because of its novelty, but I could not help feeling anxious to get back to the Western sequence in the latter part of the story."

Harry Carey will be seen in "Soft Shoes" at the Theatre next. It is his new Hunt Stromberg production and totally different from anything in which he has been seen heretofore. Lillian Rich and Francis Ford head the fine supporting cast.

(Current Story)

Lillian Rich In
"Soft Shoes"

Harry Carey's leading woman in "Soft Shoes", his sixth Hunt Stromberg production which is now playing at the Theatre, is Lillian Rich, one of the 1924 Wampas Baby stars. This is not her first appearance opposite Carey, for she played in one of his Universal features two years ago. More recently she appeared in the Strongheart picture, "The Love Master", and opposite Douglas MacLean in "Never Say Die".

An Excellent Herald

You can have an inexpensive and attractive herald printed by using any of the production cuts and copy from any of the ads, the stories or the catchlines.



A story of
a love that
flashed behind
an automatic



Directed by
Lloyd Ingraham

Producers Distributing
CORPORATION

A photoplay of startling
situations

By HUNT STROMBERG
and HARVEY GATES

From an idea suggested by
HARRY CAREY

STRAND ALL WEEK

One Column Ad Cut No. 1

From an idea suggested by
HARRY CAREY

She wasn't a "gold-digger",
she was a second story
woman but all she stole from
Pat Halahan was his heart

*A thrilling story of San
Francisco's Underworld*

Producers Distributing
CORPORATION

STRAND—ALL WEEK

Three Column Ad Cut No. 5

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opposite Douglas MacLean in "Never
Say Die".

(Current Story)

Lovely Trio In New Carey Film

Harry Carey has three of the screen's
most beautiful women in his support in
"Soft Shoes", his new Hunt Stromberg
Production, which is now being featured
at the Theatre.

Lillian Rich, popular leading lady,
Harriet Hammond, one of Mack Sen-
nett's famous bathing girls, and Majel
Coleman, a beauty contest winner, form
this trio of loveliness.

"Soft Shoes" is a comedy melodrama
and totally different from anything in
which Carey has ever appeared before.
It is an original screen story by Hunt
Stromberg and Harvey Gates based up-
on a plot idea of Carey's.

The male members of the supporting
cast include Francis Ford, Stanton
Heck, Jimmie Quinn, Paul Weigel, John
Stepping and So-Jin, celebrated Japa-
nese actor. Lloyd Ingraham, who di-
rected Carey in "The Lightning Rider"
is credited with the megaphone honors.



Scene from "SOFT SHOES"
Released by Producers Distributing Corp

One Col. Prod. Cut No. 1

(Current Story)

So-Jin In "Soft Shoes"

So-Jin, who is considered the screen's
leading character actor since his por-
trayal of the Celestial Prince in "The
Thief of Bagdad", has an equally inter-
esting role in "Soft Shoes", Harry Car-
ey's sixth Hunt Stromberg feature,
which is now being shown at the
Theatre.

a stand-up-and-strap-traces in which
every man looked out for himself.

As the morning wore on and the time
for the fight approached, Director Lloyd
Ingraham noticed that Jimmie nervously
paced the set, constantly glancing at
his watch.

Unwilling to believe the actor was
afraid to take a beating, Ingraham was
curious, nevertheless to learn the cause
of his restlessness.

"What's the matter, Jimmie? You're
not getting cold feet, are you?" the di-
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"No siree!" Jimmie replied, "But how
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"We should be through by noon,"
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"You see, the wife and youngster are
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Majel Coleman, who plays the role
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Producers Distributing
CORPORATION



A story of laughs and
thrills in the Underworld
and the West

By HUNT STROMBERG
and HARVEY GATES

From an idea suggested by
HARRY CAREY

Now at the
STRAND
One Column Ad Cut No. 2

REVIEWS

"SOFT SHOES" A GREAT FILM

Carey's Latest Vehicle
Is Colorful Tale Of
The Underworld

If you're looking for something re-
freshingly different in motion pictures,
you'll welcome "Soft Shoes", Harry
Carey's latest Hunt Stromberg produc-
tion which had its initial showing at the
Theatre last night.

Hunt Stromberg, the producer, has
cleverly combined a tale of the "open
spaces" and a story of the fascinating
Underworld of San Francisco and the
result is one of the finest photoplays we
have ever seen.

This comedy-melodrama concerns a
Sheriff of a small Western town who
inherits a fortune and decides to see
San Francisco's brilliant night life. The
comic hilarity, however, leaves him
somewhat cold and he has about decided
to go back home when his apartment is
invaded at midnight by a pretty "burg-
lar" armed with an honest-to-goodness
automatic. This convinces him that he
has a lot to learn about San Francisco—
and women—so he settles right down in
the heart of the lawless Underworld to
learn it—and we'll say he does!

Carey shows a rare gift for humor
by putting over the comedy business
which tempers the acute pathos of "Soft
Shoes" with just the right touch, and
he is supreme in a farcical bedroom epi-
sode which involves a beautiful woman
and her suspicious husband, who makes
things more intricate by proving to be
the Chief of Police.

Beautiful Lillian Rich handles the lead-
ing female role very cleverly and the
notable supporting cast marks the re-
turn of two screen favorites—Francis
Ford, the famous villain of the
old "Broken Coin" Serial, and Harriet
Hammond, the erstwhile Bathing
Beauty. So-Jin, the Japanese actor of
"Thief of Bagdad" fame, Paul Weigel,
Stanton Heck, Jimmie Quinn, John
Stepping and Majel Coleman are also
in the cast of this glowing action drama.

Taken as a whole, "Soft Shoes" is a
rare piece of entertainment, and if you
pass it up you're missing a good time.

HARRY CAREY IN AN IDEAL ROLE

Popular "Westerner" Does
Best Work to Date in
"Soft Shoes"

Whether or not you're a Carey fan,
you're bound to like "Soft Shoes", his
latest Hunt Stromberg production which
was shown for the first time at the
Theatre last night.

This fascinating story of cowboys and
crooks would cure the sceptic who
thinks that there's nothing new under
the sun! It's the fastest-moving pic-
ture we've seen in ages and that's say-
ing something! Harry Carey does some
of the speediest fighting of his career
and his performance as a whole is un-
doubtedly the best thing he's ever done.
This is probably because the story was
written from Carey's own idea and the
role which is his first humorous one
suits him to a T.

Taken out of the "cow country" and
plunged into a nest of the most insidi-
ous gunmen in San Francisco's intrigu-
ing Underworld, Carey is given an op-
portunity to put over a brand new lot
of the tricks and stunts that have made
him famous, and in addition he does
some superb farce comedy stuff.

He is supported by a dandy cast in-
cluding lovely Lillian Rich, who is good
as a female porcelimber; Francis Ford,
whom everybody remembers from the
old "Broken Coin" serial days; Harriet
Hammond, who returns to the screen
more beautiful than ever; So-Jin, the
Japanese actor who caused so much fa-
vorable comment by his fine portrayal of
the Celestial Prince in "The Thief of
Bagdad"; Paul Weigel, Stanton Heck,
Jimmie Quinn, John Stepping and Majel
Coleman.

So take our tip, and whether you're a
Carey fan or just a "movie" fan, if you
miss "Soft Shoes" you're letting your-
self out of some spine-tingling thrills,
rib-tickling laughs and a bed room mix-
up that shook the house with convul-
sions last night.

It's The Greatest Box-Office C You've Ever Had And Tha

Harry Carey in "SOFT SHOES"

A flippant little "porch-climber" came to filch Pat's bankroll but Fate cut the cards and she stayed to steal his heart.

PRODUCED BY
Producers Distributing
CORPORATION



An astonishing tale of the Underworld

By HUNT STROMBERG and HARVEY GATES

From an idea suggested by HARRY CAREY

NOW PLAYING
at the STRAND

Two Column Ad Cut No. 1

A LETTER TO YOUR PATRONS MEANS MORE MONEY AT THE BOX-OFFICE

Dear Sir: (or Madam)

Beginning next _____ and running for _____ the _____ Theatre, will present "Soft Shoes," Harry Carey's latest Hunt Stromberg production. We are calling your attention to it because it is different from anything

(A Personality Feature To Be Used in Advance Or During Showing of Picture)

A TRICK OF FATE MADE CAREY ACTOR

Famous "Western" Star Set
Out to be New York's
Best Lawyer

BUT PICTURES "GOT" HIM

"Soft Shoes", His Latest And
Best Film, Written Around
An Idea of His Own

If Harry Carey hadn't contracted a serious illness that sent him West to recuperate, he would probably be one of New York's best known lawyers today, instead of one of the screen's best-known western stars.

For, strange to relate, Carey was born in New York City and studied law at the Hamilton Institute and at the University of New York. His father was Harry DeWitt Carey of the Supreme Court and wanted his son to carry out the traditions of the family.

But out West, on the ranch of a relative, young Carey did his convalescing. To go ahead with his reading of Blackstone at this time was out of the question, but time hung heavily on his hands and he had to amuse himself.

Greatly impressed by the new country with which he was surrounded, Carey set about writing a play. Just what an impression the locale must have made upon him may be understood when it is realized that that play, which he called "Montana", proved to be one of the most successful plays of its type in the history of the theatre and that it served

to make of Harry Carey a recognized stage star through his portrayal of the leading role.

After a successful theatrical career, Carey one day visited the old Biograph studio in New York. There he met D. W. Griffith and Henry B. Walthal who were acting for the camera and both of whom had previously appeared with him on the stage. At first he scoffed at the offer to appear on the screen, but as it was a dull theatrical season, he finally accepted.

He was immediately successful and from that day has never returned to the stage, not even for the usual "personal appearances".

On the screen and off, Harry Carey is now of the West. His large and famous ranch near Saugus, California—40 miles from the studio—is his home and he commutes from there every day while working on his pictures.

But the real bosses of the Carey Rancho are "Doby" Carey, his four-year-old son, Ella Ada Carey, his year-old daughter, and Mrs Harry Carey, who was Olive Golden to the screen.

Among Carey's best known productions are "Overland Red", "Riders of Vengeance", "The Fox", "Man to Man", "The Three Godfathers", and his present series of productions which are being made under the personal supervision of Hunt Stromberg. The latter include such of his recent successes as "The Night Hawk", "The Lightning Rider", "Tiger Thompson", "Roaring Rails", "The Flaming Forties" and "Soft Shoes," his new feature, which comes to the Theatre next _____ days.



Scene from "SOFT SHOES"

Released by Producers Distributing Corp

Two Column Prod. Cut No. 1

Box-Office Carey Vehicle And That's Breaking Records!

Be Used in Advance Or During Showing
of Picture)

OF FATE THE CAREY ACTOR

Set to make of Harry Carey a recognized stage star through his portrayal of the leading role.

After a successful theatrical career, Carey one day visited the old Biograph studio in New York. There he met D. W. Griffith and Henry B. Walthal who were acting for the camera and both of whom had previously appeared with him on the stage. At first he scoffed at the offer to appear on the screen, but as it was a dull theatrical season, he finally accepted.

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Magnetic Display Lines

A flippant little "porch-climber" came to take Pat's bankroll, but Fate cut the cards and she remained to steal his heart.

An astonishing tale of San Francisco's intriguing underworld and a love that flashed behind an automatic.

Pat Halahan thought he had seen everything San Francisco had to offer, but he changed his mind when a pretty girl climbed in his window and commanded him to throw up his hands!

Harry Carey in a fight-a-minute, laugh-a-minute tale of thugs and heart-throbs in San Francisco's fascinating Underworld.

She wasn't a "gold-digger"—she was a "second-storey woman"—but all she stole from Pat Halahan was his heart.

In a role that is different from anything he has ever done before, Harry Carey proves himself a superb comedian.

The King of Action-Drama in the greatest picture he has ever made.

The screen's foremost interpreter of the Eternal West in a glowing romance of the Underworld.

(Story to be used during run)

FAMOUS "VILLIAN" IN "SOFT SHOES"

Francis Ford, Well-Known Serial Hero, Has Been In Films For Fifteen Years

Film fans of a few years ago will find an added interest in "Soft Shoes", Harry Carey's new Hunt Stromberg production, now showing at the

Theatre due to the appearance of Francis Ford in the cast.

In the history of the motion picture, Francis Ford has played his part. There is a note of mellow romance about his very name. Grown men and women of today can harken back to the time, when as boys and girls, they cheered this player on to triumph over some dastardly screen villain. For it will be recalled, Francis Ford was the dashing detective hero of "Lucille Love", Universal's first serial.

Fifteen years of screen work is a mighty long time in this infant industry, and yet Francis Ford has that length of popularity to his credit. When he first took up screen work, only the poor stage actors went into the movies. Now only the best of the stage stars can get in. Although Ford has five years of stage work behind him, he admits to being a dismal failure behind the footlights. His voice was too weak to be heard at

You'll walk into a pile of money with



This is Harry Carey's sixth Hunt Stromberg production and it's a world-beater when it comes to box-office drawing power.

Carey has the largest following of any screen "westerner" and fans will be curious to see him in a role that is different from anything he has ever done—one which offers him an opportunity not only to exhibit his usual rip-roaring stunts and fast action, but also to put over some superbly humorous situations.

The story is an unusual and thrilling one laid in the "underworld" and San Francisco's notorious underworld.

Beautiful Lillian Rich is peculiarly suited to the role of the flippant little burglar who comes to filch Pat Halahan's bankroll but remains to steal his heart, and her clever work in this picture has won her the coveted leading role in Cecil B. DeMille's "The Golden Bed."

Everyone remembers Francis Ford of Serial fame. As the villain of the memorable "Broken Coin" serial he won great popularity and they'll all be glad to hear of his return. So-Jin, the much-talked-of Japanese actor, who did such splendid work in the role of the Celestial Prince in "The Thief of Bagdad," is also in the cast. Then there's Harriet Hammond, the erstwhile Mack Sennett Bathing Beauty, who has just returned to the screen after a year's absence. All these names have a definite box office value.

The story was written by Hunt Stromberg and Harvey Gates from an idea suggested by Harry Carey, which accounts for the role being so well suited to him and his performance being the best in his career.

Lloyd Ingraham directed and his capable handling is evident throughout the production.

As a whole, "Soft Shoes" will please everyone—those who are Carey fans, those who like "westerns," those who like "crook" pictures, those who like thrillers, those who like comedy and those who demand love interest—there is an individual appeal for every class of picture patron—it will please 100%.

PROLOGUE

Set your stage to represent an underworld cafe like the "Blue Jay" in the picture with "toughly" dressed men and women lounging at tables. Have the orchestra play what the audience terms "spooky" music—Jimmy Valentine stuff—and have two men, dressed like crooks and flashing spotlights—do a "soft shoe" jig. This would also be an appropriate setting for an apache dance.

SOFT SHOE JIG CONTEST

It might be a good stunt to hold a contest for amateur "soft shoe" jiggers on the stage of your theatre. Offer two cash prizes and a third prize of a pair of shoes.

BALLYHOO

A man dressed flawlessly as to suit, but with a sombrero on his head and a pair of conspicuous bed-room slippers on his feet will cause a lot of curiosity. Have him give out throwaways reading: "Harry Carey doesn't have to wear bedroom slippers in 'Soft Shoes' at the Theatre, but he finds himself in situations just as embarrassing. Come and see him in a role different from any in which he has appeared. You'll laugh and you'll thrill."

FOR YOUR LOBBY

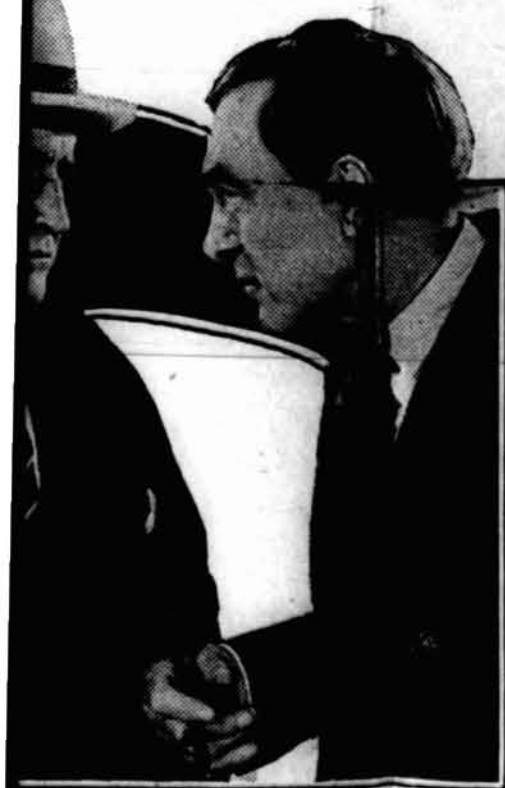
If you can get the cooperation of the Police Department or the Department of Criminal Investigation, you could make a whale of a lobby display under the title "Soft Shoes and what goes with them." Display in a case the 'soft shoes' and other paraphernalia of crooks, such as blackjacks, pistols, handcuffs, etc.

NEWSPAPER TIE-UP

Get the magazine editor to run a special article in the Sunday magazine section under the title of "Soft Shoes" about record cases in which crooks were never apprehended or of some big roundups or a similar subject. This always makes good reading and you should have no trouble in selling the editor the idea. Have him mention that "Soft Shoes," Harry Carey's latest picture, which is at the Theatre, recalls the big crime or big roundups that have actually occurred."

THROWAWAYS

Have the following pieces of copy for a throwaway. If you



ene from "SOFT SHOES"
ed by Producers Distributing Corp

cards and she stayed
steal his heart.

PRODUCERS DISTRIBUTING
CORPORATION



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It is a story by Hunt Stromberg and Harvey Gates written from an idea suggested by Carey himself and gives the famous "westerner" a chance not only to show the stunts that have endeared him to the hearts of fans, but an opportunity to display his ability at playing a humorous role, something which he has never before done.

The story is a thrilling tale laid in the familiar "cow country" and San Francisco's underworld.

The cast includes beautiful Lillian Rich, as Carey's leading woman; Francis Ford, famous serial villain; Stanton Heck, Jimmie Quinn, John Stepping, Harriet Hammond, Paul Weigel and So-Jim, who played the Celestial Prince in "The Thief of Bagdad."

If you are a Carey fan or like a good story, well sprinkled with laughs, "Soft Shoes" is a photoplay to tempt your picture palate.

Sincerely,

Manager.



Two Column Ad Cut No. 2

For, strange to relate, Carey was born in New York City and studied law at the Hamilton Institute and at the University of New York. His father was Harry DeWitt Carey of the Supreme Court and wanted his son to carry out the traditions of the family.

But out West, on the ranch of a relative, young Carey did his convalescing. To go ahead with his reading of Blackstone at this time was out of the question, but time hung heavily on his hands and he had to amuse himself.

Greatly impressed by the new country with which he was surrounded, Carey set about writing a play. Just what an impression the locale must have made upon him may be understood when it is realized that that play, which he called "Montana", proved to be one of the most successful plays of its type in the history of the theatre and that it served

40 miles from the studio—his home and he commutes from there every day while working on his pictures.

But the real bosses of the Carey Rancho are "Doby" Carey, his four-year-old son, Ella Ada Carey, his year-old daughter, and Mrs. Harry Carey, who was Olive Golden to the screen.

Among Carey's best known productions are "Overland Red", "Riders of Vengeance", "The Fox", "Man to Man", "The Three Godfathers", and his present series of productions which are being made under the personal supervision of Hunt Stromberg. The latter include such of his recent successes as "The Night Hawk", "The Lightning Rider", "Tiger Thompson", "Roaring Rails", "The Flaming Forties" and "Soft Shoes," his new feature, which comes to the _____ Theatre next _____ for an engagement of _____ days.



Scene from "SOFT SHOES"
Released by Producers Distributing Corp

Two Column Prod. Cut No. 1

Trailers Build Business

National Screen Service, Inc., furnishes good trailers for all Producers' Distributing Corporation Pictures.

On all releases National Screen Service has a Service trailer consisting of main titles, carefully selected scenes and animated sales and subtitles.

Their prices are as follows:

REGULAR TRAILERS

During the first four months of release, \$3.50. (Invoiced at \$5.00, refund of \$1.50 if returned within two weeks.)

Four months after release date, \$1.50. (Invoiced at \$3.50, refund of \$1.00 if returned within two weeks.)

DE LUXE TRAILERS

On certain special productions National Screen Service has a De Luxe trailer consisting of 200 feet of beautiful art titles and scenes. This is in every respect a quality article worthy of the production it advertises.

To non-subscribers of National Screen Service, \$7.50 net. (Invoiced at \$12.50, refund of \$5.00 if returned within two weeks.)

To subscribers of National Screen Service, \$5.00 net.

You can secure a Complete Regular Trailer Service on all productions at nominal monthly service charge.

The following Producers Distributing Corporation exchanges have these trailers in stock:

MINNEAPOLIS
ATLANTA

SEATTLE

DALLAS
OMAHA

Ask the booker at any of these exchanges, or order direct from National Screen Service, Inc.

126 WEST FORTY-SIXTH STREET, NEW YORK
845 SOUTH WABASH AVENUE, CHICAGO
917 SOUTH OLIVE STREET, LOS ANGELES

You Can Get an Excellent Service Trailer On
"SOFT SHOES"

WIRE OR WRITE, GIVING EXACT PLAY DATES

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She wasn't a "gold-digger"—she was a "second-storey woman"—but all she stole from Pat Hala-han was his heart.

In a role that is different from anything he has ever done before, Harry Carey proves himself a superb comedian.

The King of Action-Drama in the greatest picture he has ever made.

The screen's foremost interpreter of the Eternal West in a glowing romance of the Under-world.

the memorable "Broken Coin" serial he won great popularity and they all be glad to hear of his return. So Jin, the much-talked-of Japanese actor, who did such splendid work in the role of the Celestial Prince in "The Thief of Bagdad," is also in the cast. Then there's Harriet Hammond, the erstwhile Mack Sennett Bathing Beauty, who has just returned to the screen after a year's absence. All these names have a definite box office value.

The story was written by Hunt Stromberg and Harvey Gates from an idea suggested by Harry Carey, which accounts for the role being so well suited to him and his performance being the best in his career.

Lloyd Ingraham directed and his capable handling is evident throughout the production.

As a whole, "Soft Shoes" will please everyone—those who are Carey fans, those who like "westerns," those who like "crook" pictures, those who like thrillers, those who like comedy and those who demand love interest—there is an individual appeal for every class of picture patron—it will please 100%.



(Story to be used during run)

FAMOUS "VILLIAN" IN "SOFT SHOES"

Francis Ford, Well-Known Serial Hero, Has Been In Films For Fifteen Years

Film fans of a few years ago will find an added interest in "Soft Shoes", Harry Carey's new Hunt Stromberg production, now showing at the Theatre due to the appearance of Francis Ford in the cast.

In the history of the motion picture, Francis Ford has played his part. There is a note of mellow romance about his very name. Grown men and women of today can harken back to the time, when as boys and girls, they cheered this player on to triumph over some dastardly screen villain. For it will be recalled, Francis Ford was the dashing detective hero of "Lucille Love", Universal's first serial.

Fifteen years of screen work is a mighty long time in this infant industry, and yet Francis Ford has that length of popularity to his credit. When he first took up screen work, only the poor stage actors went into the movies. Now only the best of the stage stars can get in. Although Ford has five years of stage work behind him, he admits to being a dismal failure behind the footlights. His voice was too weak to be heard at the back of the theatre and so the "Silent drama" came to him as a blessing in disguise.

Other popular players who support Carey in "Soft Shoes" in addition to Francis Ford are Lillian Rich, Stanton Heck, So Jin, Harriet Hammond, Majel Coleman, Jimmie Quinn and John Stepping. Lloyd Ingraham, who directed Carey in "The Lightning Rider", presided at the megaphone.



Scene from "SOFT SHOES"
Released by Producers Distributing Corp

One Col. Prod. Cut No. 2

PROLOGUE

Set your stage to represent an underworld cafe like the "Blue Jay" in the picture with "toughly" dressed men and women lounging at tables. Have the orchestra play what the audience terms "spooky" music—Jimmy Valentine stuff—and have two men, dressed like crooks and flashing spotlights—do a "soft shoe" jig. This would also be an appropriate setting for an apache dance.

SOFT SHOE JIG CONTEST

It might be a good stunt to hold a contest for amateur "soft shoe" jiggers on the stage of your theatre. Offer two cash prizes and a third prize of a pair of shoes.

BALLYHOO

A man dressed flawlessly as to suit, but with a sombrero on his head and a pair of conspicuous bed-room slippers on his feet will cause a lot of curiosity. Have him give out throwaways reading: "Harry Carey doesn't have to wear bedroom slippers in 'Soft Shoes' at the Theatre, but he finds himself in situations just as embarrassing. Come and see him in a role different from any in which he has appeared. You'll laugh and you'll thrill."

FOR YOUR LOBBY

If you can get the cooperation of the Police Department or the Department of Criminal Investigation, you could make a whale of a lobby display under the title "Soft Shoes and what goes with them." Display in a case the 'soft shoes' and other paraphernalia of crooks, such as blackjacks, pistols, handcuffs, etc.

NEWSPAPER TIE-UP

Get the magazine editor to run a special article in the Sunday magazine section under the title of "Soft Shoes" about record cases in which crooks were never apprehended or of some big roundups or a similar subject. This always makes good reading and you should have no trouble in selling the editor the idea. Have him mention that "Soft Shoes," Harry Carey's latest picture, which is at the Theatre, recalls the big crime or big roundups that have actually occurred."

THROWAWAYS

Use any of the following pieces of copy for a throwaway. If you could have it cut out in the shape of a shoe or slipper, it would be more effective:

1 Romance—Adventure—Thrills
Came to Harry Carey in
"Soft Shoes"
They're waiting for you at
the Theatre

2. The greatest crook tale of the season!
Harr Carey in
"Soft Shoes"
A thrilling comedy melodrama of the
Great West and San Francisco's Underworld
NOW PLAYING AT THE THEATRE
It's Harry Carey's best picture!

TIE-UP WITH SHOESTORES

The title of this picture paves the way for the best shoestore tie-up you have ever had. You should be able to get a two-page spread of cooperative advertising with every shoe dealer in town. The dealer in your neighborhood will feature a sale of "Soft Shoes"—tennis shoes, sneakers, etc.—or street shoes and use copy like the following in his advertising and on a window card:

CHASE THAT GROUCH!

The wrong kind of shoes mean cramped feet and a crabbed disposition.
This is the home of "soft shoes"—shoes that are kind to the feet. Buy a pair and you'll SMILE. Then hike down to the Theatre and see "SOFT SHOES," Harry Carey's latest picture, and you'll smile some more.

WINDOW TIE-UPS

"Soft Shoes" admits of some good merchandise tie-ups on the following articles, all of which are shown on the stills which can be used with displays: men's hats and caps, suits, socks, women's evening dresses, sweaters, silk stockings, negligees and lingerie, lamps, pillows, draperies, rugs, furniture, etc., flashlights and dog collars.

ne from "SOFT SHOES"
d by Producers Distributing Corp

Column Prod. Cut No. 1

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Complete Regular Trailer Service on all produc-
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ducers Distributing Corporation exchanges have

SEATTLE DALLAS
OMAHA

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ce, Inc.

FORTY-SIXTH STREET, NEW YORK
TH WABASH AVENUE, CHICAGO
TH OLIVE STREET, LOS ANGELES

t an Excellent Service Trail On

SOFT SHOES"

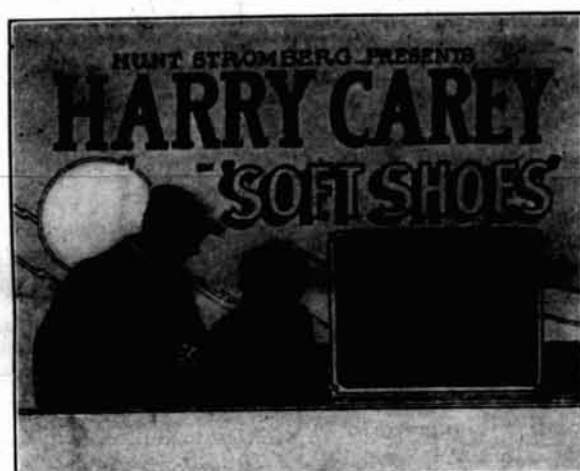
WRITE, GIVING EXACT PLAY DATES

PAPER THAT PAVED TO PRODIGIOUS

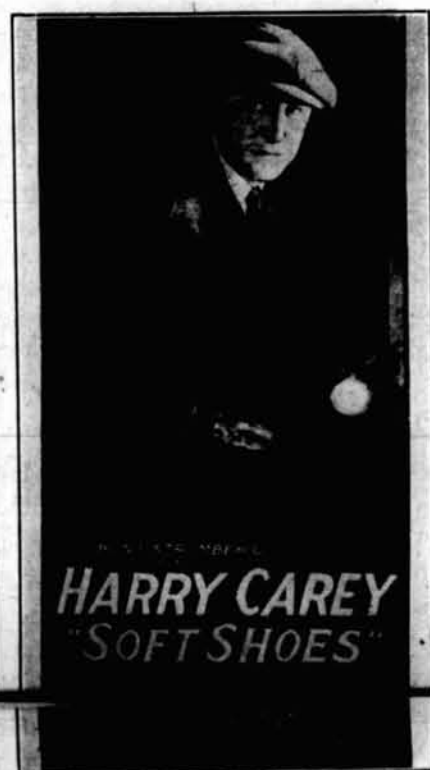
Awaken Interest With This
Colored Announcement
Slide



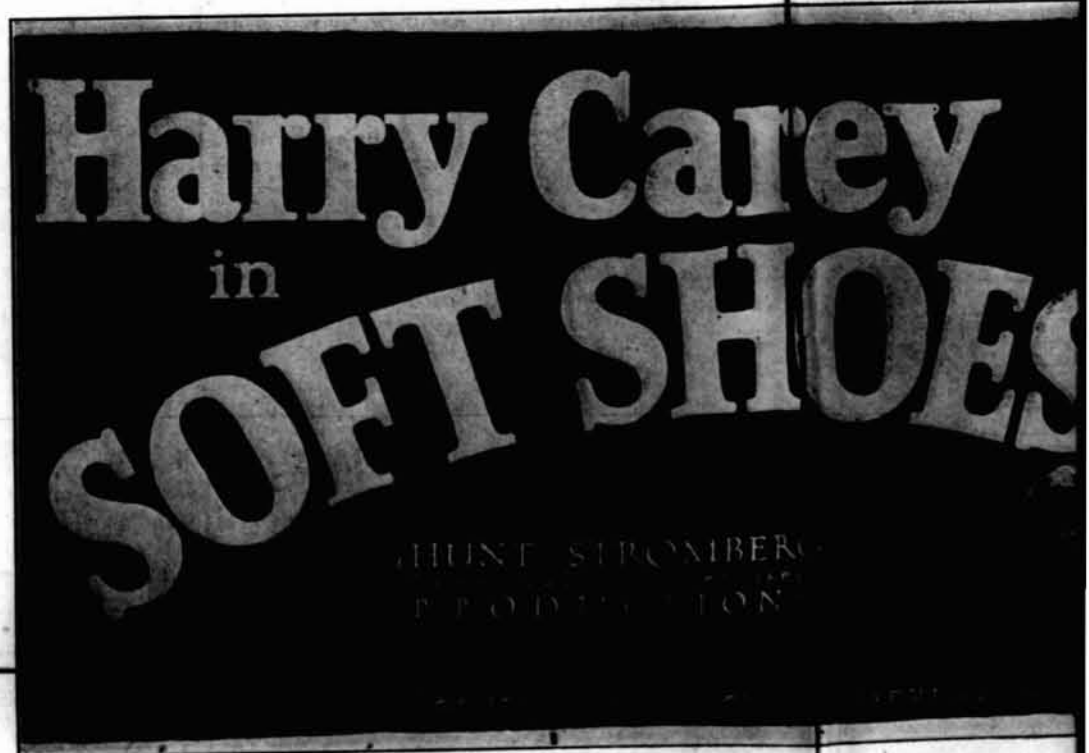
One Sheet Poster 1A



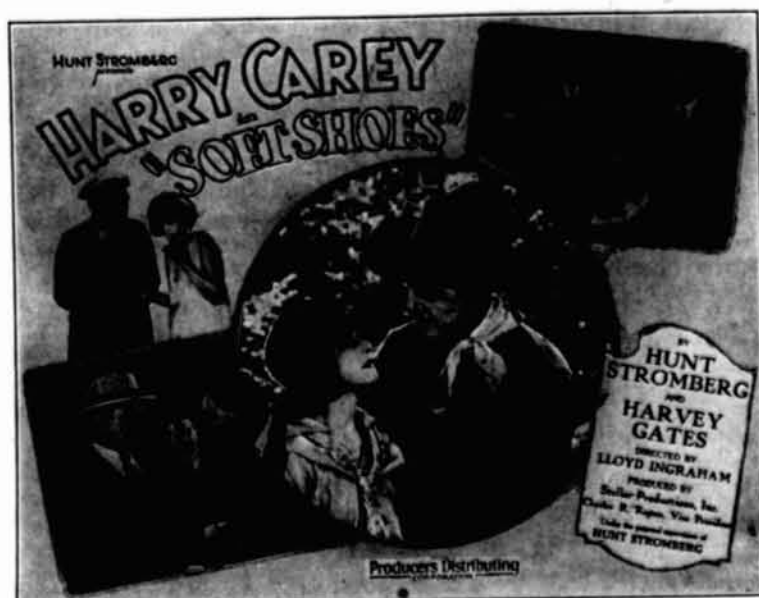
Six Sheet Poster



Three Sheet Poster 3A



Twenty-four Sheet Poster



POST 'EM UP
and
PACK 'EM IN!

Colored Insert Card (14" x 36")



IT PAVES THE WAY TO DIGIGIOUS PROFITS

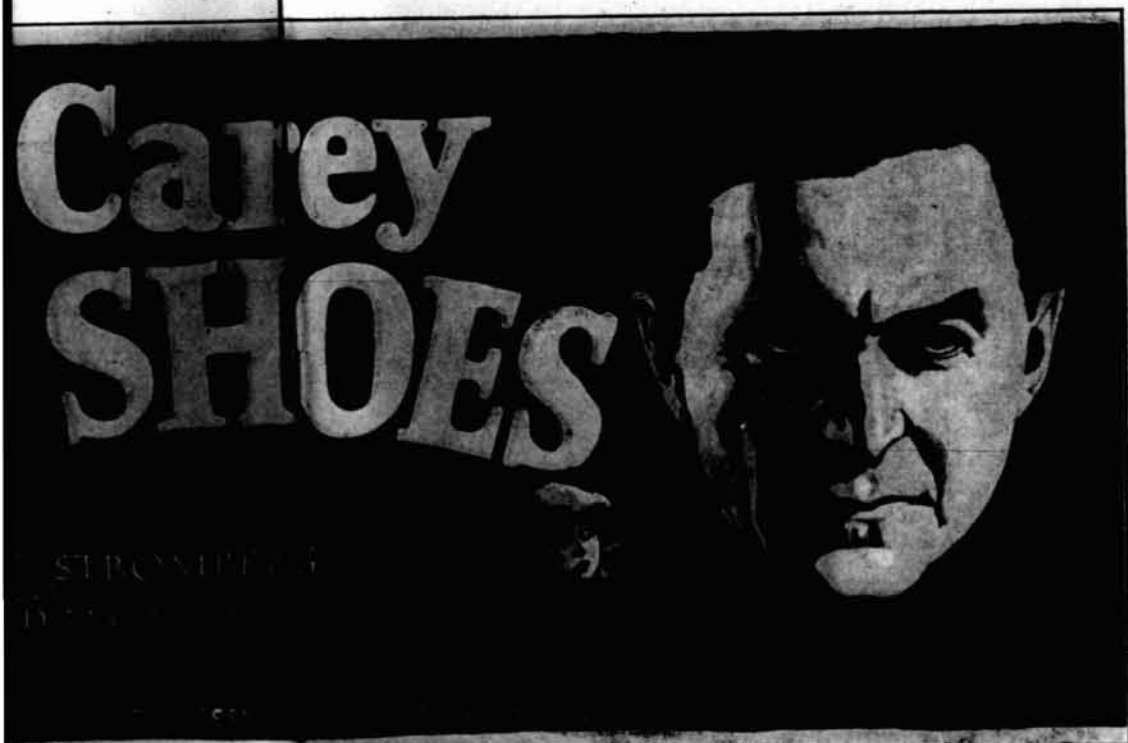


Six Sheet Poster

A Window Card That
Will Make 'Em Step Up
To The Box-Office



One Sheet Poster 1B



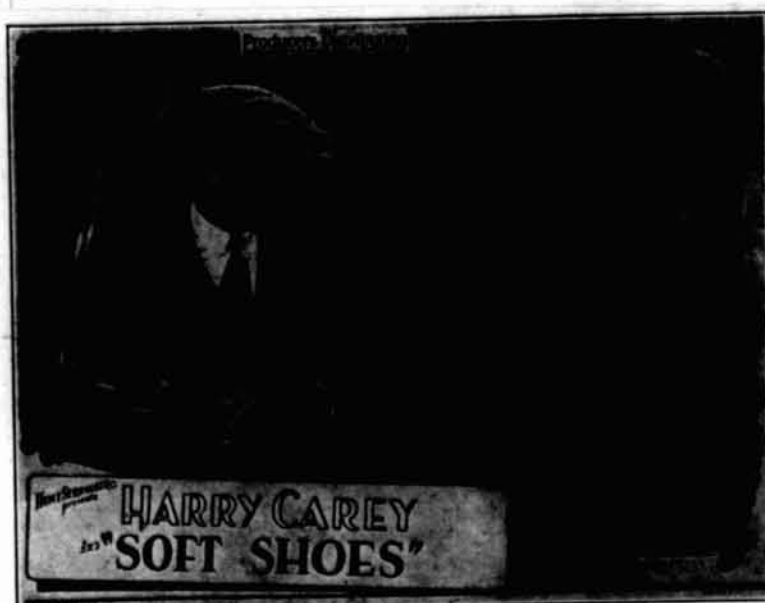
Twenty-four Sheet Poster



Three Sheet Poster 3B

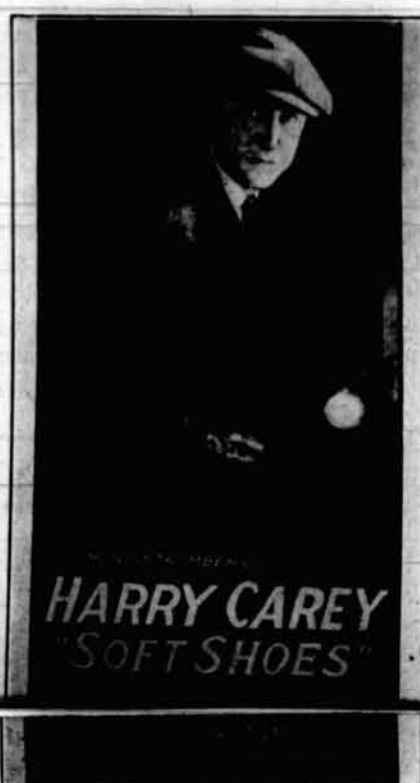
POST 'EM UP
and
PACK 'EM IN!

Colored Insert Card (14" x 36")



Colored Lobby Card (22" x 28")

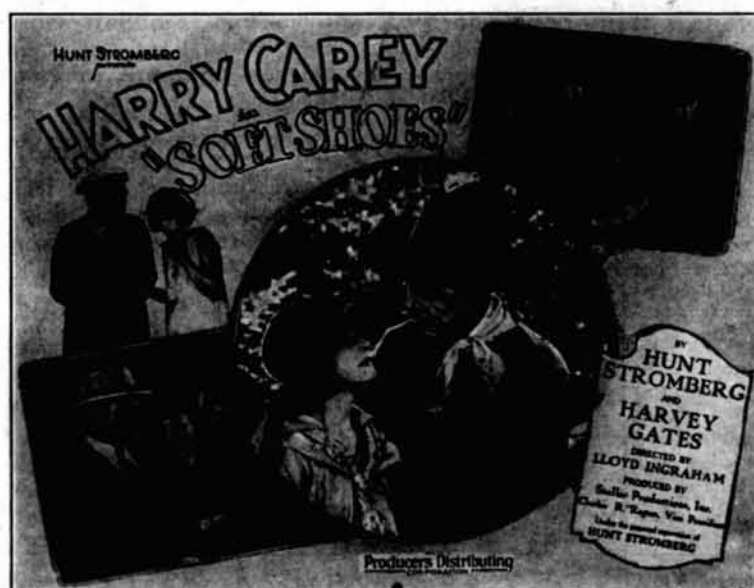
One Sheet Poster 1A



Six Sheet Poster



Three Sheet Poster 3A



Colored Lobby Card (22" x 28")

Twenty-four Sheet Poster

POST 'EM UP
and
PACK 'EM IN!

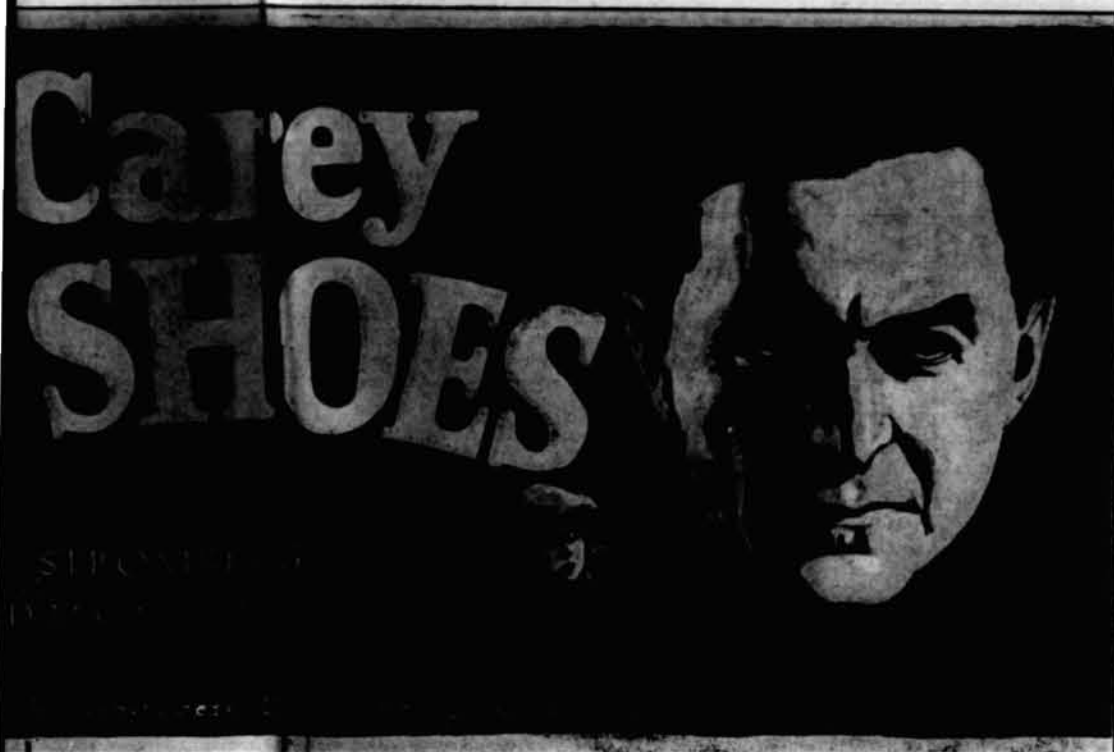
Colored Insert Card (14" x 36")



Set of Eight Colored Lobby Cards

Six Sheet Poster

One Sheet Poster 1B



Twenty-four Sheet Poster

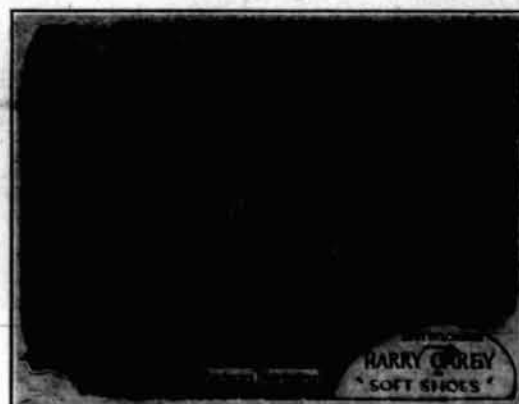
Three Sheet Poster 3B

POST 'EM UP
and
PACK 'EM IN!

Colored Insert Card (14" x 36")



Colored Lobby Card (22" x 28")



Beautiful Lobby Cards (Each 11" x 14")

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